ERROL FLYNN
ELEANOR PARKER

"NEVER SAY GOODBYE"

TELL 'EM IT'S GAY!—TELL 'EM IN A ROMANTIC WAY!!!

ESSENTIAL INFORMATION

THIS IS THE STORY *(Not for Publication)*

By court order, little 7-year-old Flip Gayley (Patti Brady), child of divorced parents, lives six months of the year with her father, Philip (Errol Flynn), famous artist and creator of the Gayley Girl, and six months with her mother, Ellen (Eleanor Parker). To her nurse, Cozy (Hattie McDaniel), little Flip confides how much she'd love to have her parents reunited.

On the day Flip is scheduled to return to Ellen's, she tells Philip about the marine, Fenwick Linkowski (Forrest Tucker), with whom she has been corresponding. When she asks Philip's advice about a snapshot to send him, Philip suggests a photo of Ellen, and Flip agrees that her beautiful mother will do more than she could to help a fighting man's morale.

When Philip escorts Flip to Ellen's, he induces Ellen to join him for dinner. Ellen actually requires little coaxing as she is still extremely susceptible to Philip's charm, despite the adverse criticism her mother (Lucile Watson) is always ready to offer. At the restaurant owned by their good friend, Luigi (S. Z. Sakall), Ellen and Philip order dinner when Philip is rudely awakened out of his blissful state by the appearance of Nancy (Peggy Knudsen), his model, who shows up for the dinner date Philip had completely forgotten.

Together, Luigi and Philip try to prevent Ellen's seeing Nancy and they're fairly successful until Philip fabricates a story about his friend Jack Gordon (Tom D'Andrea), who, according to Philip, is pacing a hospital corridor waiting for his wife to have twins. When Jack puts in an appearance at Luigi's, Ellen is immediately suspicious, sees Nancy with Philip, and leaves.

A few months later, on Christmas Eve, Philip decides he will play Santa Claus for Flip that evening, come what may. Dressed as St. Nick, he enters Ellen's house via the second-story, only to discover that another Santa has preceded him in the person of Rex (Donald Woods), family lawyer and a stuffed shirt, very much in love with Ellen. Philip traps Rex in the bathroom and proceeds with the evening's festivities but his identity is soon discovered and he is thrown out of the house by his irate mother-in-law.

The following morning Ellen appeals to Philip to stay away from Flip for the six-month period of Ellen's custody but Philip persuades her, instead, to kiss and make up and she agrees to drive with him to Connecticut. Just then, however, Nancy arrives and reveals that Philip has issued the same invitation to her. Ellen, furious, gets into a brawl with Nancy, wins by a decision, and stalks out.

Ellen arrives home to find Flip's marine, Fenwick, awaiting her, in person. Flip tells Ellen how Philip mailed Ellen's picture to the marine and Ellen decides to teach Philip a lesson he will not soon forget. At Luigi's, Ellen and Fenwick run into Philip, whom Ellen introduces to Fenwick as her brother-in-law. At the end of the evening, Philip successfully maneuvers himself back into Ellen's house for the night, since Fenwick is to spend the night there, too. The next morning, all other ruses having failed, Philip disguises himself as Ellen's tough husband and tries to scare Fenwick away. Instead, he is knocked out by the marine, finally revealed as himself, and laughed out of the house. Flip, an unhappy witness to the scene, bursts into tears and is consoled, privately, by Fenwick who determines to do something to help the unhappy child.

Soon after, a miserable and distraught Ellen informs Philip that Flip has run away. When the child is later found in Luigi's custody, it is revealed that Fenwick was the instigator of the escapade. He felt it was a practical and sure-fire way of bringing Philip and Ellen together again.

That he succeeded is apparent by the look of mutual love in the eyes of Philip and Ellen, now remarried and bound on their second honeymoon.

THIS IS THE CAST

Philip Gayley	ERROL FLYNN
Eilen Gayley	ELEANOR PARKER
Mrs. Hamilton	Lucile Watson
Luigi	S. Z. Sakall
Flip	Patti Brady
Corp. Fenwick Linkowski	Forrest Tucker
Rex	Donald Woods
Nancy	Peggy Knudsen
Jack Gordon	Tom D'Andrea
Cozy	Hattie McDaniel
Withers	Charles Coleman

THIS IS THE PRODUCTION STAFF

Produced by William Jacobs. Directed by James V. Kern. Screen Play by I. A. L. Diamond and James V. Kern; Original Story by Ben and Norma Barzman; Adaptation by Lewis R. Foster. Photographed by Arthur Edeson, A.S.C. Art Director, Anton Grot. Film Editor, Folmer Blangsted. Dialogue Director, Robert Stevens. Assistant Director, Phil Quinn. Sound by Stanley Jones. Special Effects by William McGann and Willard Van Enger, A.S.C. Set Decorations by Budd Friend. Wardrobe by Leah Rhodes. Makeup Artist, Perc Westmore. Music by Frederick Hollander; Orchestral Arrangements by Leonid Raab; Musical Director, Leo F. Forbstein.

RUNNING TIME:

97 Minutes.

TWENTIETH ANNIVERSARY OF TALKING PICTURES — Warners

Country of origin U.S.A. Copyright 1946 Warner Bros. Pictures Distributing Corporation. All rights reserved. Copyright is waived to magazines and newspapers.

2

What an Angle for EXPLOITATION

Artist Zoe Mozert was commissioned by Warner Bros. to ghost-draw these luscious lassies for Errol Flynn's artist character, Philip Gayley, in 'Never Say Goodbye.' Here's a sparkling way to let these gay ladies sell your showing:

THE WHOLE TOWN VOTES FOR ITS FAVORITE "MISS" ➧

Invite your leading newspaper, department store, manufacturing plant, college or organization to sponsor a contest to select the "girl to whom I'd Never Say Goodbye" from among the four beautiful Mozert creations. Winning drawing is named "Miss Times-Herald" or "Miss Gimbels" or "Miss Kiwanis," depending upon what organization is the sponsor. Contest is staged in newspaper, in theatre or on store counters, with ballots made available for voters to name their choice. On opening day theatre presents a colored enlargement of the winning girl to the sponsor. Enlargement may be made locally from 8x10 black-and-white still available.

STILLS: **The four Zoe Mozert girls illustrated in this mat are also available as 8x10 black-and-white stills. Order "653 Zoe Mozert Stills" — set of 4 — from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.**

MISS TIMES-HERALD OF 1947
Voted The Girl To Whom I'd Never Say Goodbye' by the patrons of the Strand Theatre
Drawing by Zoe Mozert

Here's an example of how to treat the presentation of the winning portrait.

VOTE FOR

Miss [name of newspaper, store, plant, college or organization]

"The Girl to whom I'd NEVER SAY GOODBYE"

1 THE OUTDOOR GIRL... sports-loving, nice but naughtical; no whiz at whist but a hellion at the helm.

2 THE SWEETHEART TYPE... sweet and charming; when love hits it sticks like a mustard plaster.

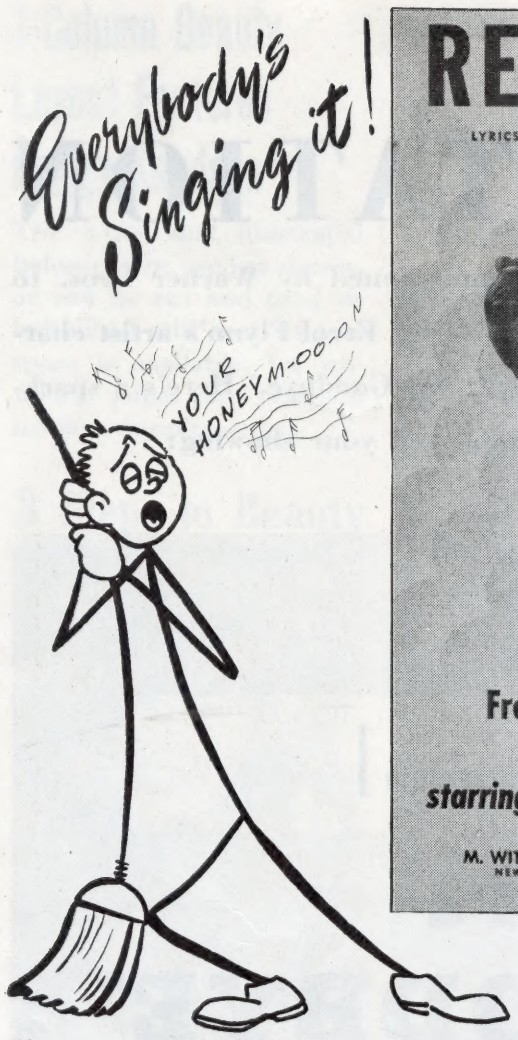
3 THE CHARMER... knows the caliber and firepower of every weapon in a woman's armory, from a wink to a whisper.

4 THE KID SISTER... as wholesome as a bowl of milk and just as sweet, with a modesty that has a charm of its own.

VOTE for one of these famous Zoe Mozert girls. Just indicate your choice by writing in the number of your selection on the accompanying ballot.

WARNER BROS. presents
ERROL FLYNN • ELEANOR PARKER
in
"NEVER SAY GOODBYE"
with
LUCILLE WATSON • S. Z. SAKALL • PATTI BRADY
FORREST TUCKER • DONALD WOODS
Directed by James V. Kern

Order "653 Contest Mat 402X" from Warner Bros. Campaign Plan Editor, 321 W. 44th St., N.Y. 18, N.Y.



Here's an old favorite that gets a lilting lift in 'Never Say Goodbye,' in which the song plays an important romantic part. Witmark has just issued a new sheet music edition, crediting the picture, and has advised all dealers to watch for local showings with important tie-ins urged. Follow through locally by contacting all music stores for window and counter displays, using the sheet music and stills and posters as the basis for display. Also check all radio disc jockeys and local bands for renditions, crediting your showing and playdate.

Get a local Photographer to set up his camera in your lobby. Also set up a prop door to the "star dressing room." Invite your patrons to have their daughters photographed and post these photos in lobby. Then invite patrons to vote for the "most beautiful child" in a "Patti Brady Stardom Contest." Offer free portrait and other promoted gifts to winning child. Orders for prints by others will compensate photographer for his efforts. Get newspaper coverage of contest and results.

HOLLYWOOD PHOTO FLASHES FOR LOCAL WINDOW DISPLAYS

HOLLYWOOD PHOTO FLASHES
MILLION DOLLAR SMILES — ERROL FLYNN AND ELEANOR PARKER
Lovely Eleanor Parker laughs with Errol Flynn while they relax 'tween scenes—which goes to prove that captivating Eleanor is as pretty off-screen as she is on celluloid. To say nothing of handsome Errol! Eleanor and Errol are teamed together in Warner Brother's "Never Say Goodby."
PREFERRED BY THOUSANDS!
YOUR BRAND
Delicious ICE CREAM

Hollywood Photo Flashes (12″ x 18″; 2 colors) is a new weekly window display service sold on an exclusive product-territory basis, enabling local organizations to link their names and products with the galaxy of Warner stars and pictures. Shown above is the first of a new series. It shows Errol Flynn and Eleanor Parker in an off-the-set scene and credits "Never Say Goodbye." For information concerning local firms which subscribe to this service, write to:

Lee Howard Advertising Co., Inc.
150 Broadway, New York 7, N. Y.

A Lee CREATION CREATES A SWIMSATION
DESIGNED TO ACCENTUATE YOUR GRACEFUL LINES.
AT ALL SMART STORES. NAME OF NEAREST ONE ON REQUEST.
Lee
SWIMSUITS-SLACKS

PEGGY KNUDSEN STARS IN LEE SWIMSUITS

Peggy Knudsen's important supporting role gets star handling in the national ad featured by Lee Swimsuits in Harper's Bazaar. Reprints of this ad are on hand at all Lee dealers, for use in co-op window and counter displays. Add extra Peggy Knudsen stills (from your branch set) plus card announcing playdate credits to all such displays.

For information concerning local dealers, write to:

MR. FRANCIS MARQUIS
Hicks Advertising Agency
580 5th Ave.
New York 19, N. Y.

"Say 'Westmore Cosmetics, Please'-And the Boys Will 'NEVER SAY GOODBYE'"

That's your slogan for an all-city co-op campaign, including newspaper ads, window displays and direct mail campaigns. Instead of "Westmore Cosmetics," say "Annette's Gowns," or "Taylor's Jewelry" or any other local product or service designed for women. Wherever this slogan is used, be sure to add picture and playdate credits.

To assure widespread window space, prepare a number of display cards reading: "So that the boys will Never Say Goodbye" . . . and place them in every window featuring merchandise designed for the ladies. Feature a number of the romantic stills from your branch set in each of these windows with another card reading: "Scenes from Warner Bros.' raved-about romance . . . 'Never Say Goodbye' . . . starring Errol Flynn and Eleanor Parker."

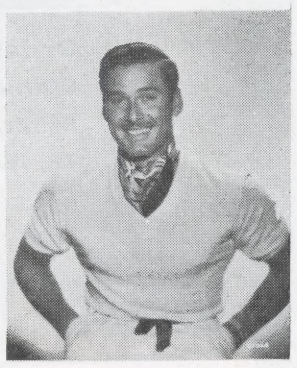
ELEANOR PARKER STARS IN 'FUTURA SPECS' NATIONAL CAMPAIGN

Shown above is the cover of a 4-page insert in 2-colors being run by B. M. Levoy Co. in November issues of Optical Journal, Optical World and Optometrical Weekly as the first of a series of such ads. This campaign will reach most dealers of 'specs' in the country. Aim for an important local tie-up including ads, window displays and direct mail with the use of the special still at left, above.

Order "Still EP 554" from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.

TIE-UP STILLS

JEWELRY
Eleanor Parker Still EP 557



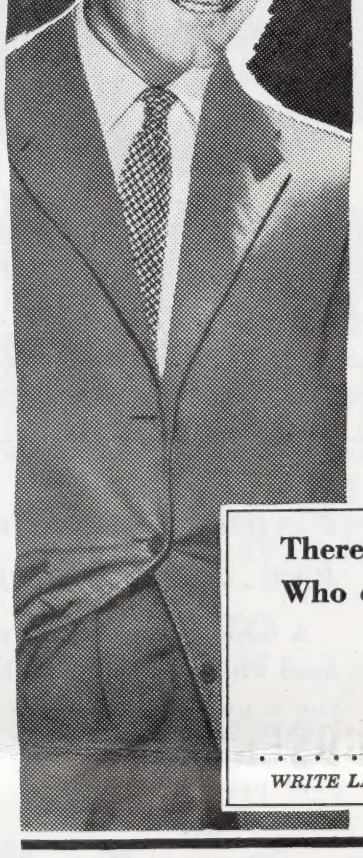
SWEATER
Errol Flynn Still EF 268

CHILDREN'S WEAR
Patti Brady Still PB 33 Patti Brady Still PB 34

Order "653 Tie-up Stills" by number from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.

NEWSPAPER EXCITEMENT WITH ↓ ↓ ↓ THIS LIMERICK CONTEST

"NEVER SAY GOODBYE" LIMERICK CONTEST



Errol Flynn and Eleanor Parker will be your screen hosts at the local showing of their newest Warner Bros. romantic hit, "Never Say Goodbye" . . . if you are one of the 10 winners in this lilting Limerick tilt. All you have to do is write an amusing last line to the rhyme below. Judges will select the ten best last lines and will award two free tickets to see "Never Say Goodbye" to each of the winners. It's easy and it's fun! Just get in the mood for love – and laughs – and let that last line write itself!

There was a gay blade named Gayley
Who changed shirts and love affairs daily
'Til his wife put an end
To his amorous trend

. . . . . .

WRITE LAST LINE HERE TO RHYME WITH FIRST TWO LINES

This is a popular type newspaper feature for Sunday magazine section, Game Page or movie page. Offer free tickets to the 10 readers who submit the best last lines to this romantic limerick. Although aimed for a 3-column newspaper feature, you can stage this contest through the pages of your program, or make a blow-up for lobby and invite patrons to write their last lines on specially prepared blanks.

Order "653 Limerick Contest Mat 301X" from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.

THE TEASER WAY TO SAY IT'S GAY

LOVE 'EM AND LEAVE 'EM
*NEVER SAY GOODBYE
*ERROL FLYNN writes this new rule for romance with ELEANOR PARKER in Warner Bros.' "NEVER SAY GOODBYE" the lovin'est hit in years!
STRAND • DATE

LOVE, HONOR AND OBEY
*NEVER SAY GOODBYE
*ERROL FLYNN writes this new rule for romance with ELEANOR PARKER in Warner Bros.' "NEVER SAY GOODBYE" the lovin'est hit in years!
STRAND • DATE

Try these teasers in newspapers in advance of your regular display ad campaign. Also place enlargements of these around lobby and as tie-in displays in store windows. In the latter case add the line: "Another Rule for Romance . . . Use (trade name)." Prepare ads locally; no mats are available.

Flynn-Parker Post Cards Tell 'em It's Gay Here's How

Patron will be asking patron about "Never Say Goodbye" after this mailing. Idea is to present guest tickets to any two persons who present a pair of Flynn-Parker post cards. Print these post cards locally as illustrated. You can control the number of free tickets by limiting the mailing of the Eleanor Parker cards to whatever number is desired.

She loves the guy the gals all go for!!!
WIN FREE MOVIE TICKETS!
Find the neighbor who has received a post card with ERROL FLYNN'S photo! ● If you bring ERROL FLYNN and ELEANOR PARKER together, you will receive free tickets to see the love story the whole nation is going for!!
Warner's Raved-About Romance!
"NEVER SAY GOODBYE"
At the STRAND (DATE)

He loves the gal the guys all go for!!!
WIN FREE MOVIE TICKETS!
Find the neighbor who has received a post card with ELEANOR PARKER'S photo! ● If you bring ERROL FLYNN and ELEANOR PARKER together, you will receive free tickets to see the love story the whole nation is going for!!
Warner's Raved-About Romance!
"NEVER SAY GOODBYE"
At the STRAND (DATE)

Photos of the stars in Ad Mat 303 on page 13 should be cut apart for the art required in these post cards.

Flynn's Got A Gleam In His Eye . . . For Peephole Gag!

A 6-foot high blow-up of Errol Flynn's head with a peep-hole in his left eye gives you a unique display for lobby. Post the regular 1-sheet behind the peep-hole for your patrons to see.

Order "Still 653-532" from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.

The Way They Love...
IN THE LOVIN'EST HIT IN YEARS!!!
THAT M-M MARVELOUS TEAM
ERROL FLYNN AND ELEANOR PARKER
IN WARNER'S
"NEVER SAY GOODBYE"

WIN FREE MOVIE TICKETS!
ERROL FLYNN and ELEANOR PARKER say their First Rule For Romance is
NEVER SAY GOODBYE
What's Yours?
Just write it here → and sign your name and address
WATCH for those that are circled. If it's yours you'll receive free tickets to SEE...
Warner's Raved-About Romance!
"NEVER SAY GOODBYE"
STARTS FRIDAY

LOBBY CONTEST

Set up this display as suggested, offering guest tickets to those who write the most enlightening "rules for romance." Writing area on the display may be a blackboard or compo-board.

This 40 x 60 Tells 'em In A Romantic Way

Here's an attractive way to set up a display in your 40x60 lobby frame. Key clinch still is available. Others are 8x10 scenes from your branch set (Nos. 14, 20, 37, 116, 117, 127).

Order "Still 653-533" from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. 18, N. Y.

ADVERTISING

OH, THAT GLEAM IN HIS EYE!
ERROL FLYNN
and
ELEANOR PARKER
say it with love galore
in
"NEVER SAY GOODBYE"
YOU'LL SAY IT'S TERRIFIC . . . THE SWELLEST ROMANCE IN YEARS
FROM WARNERS
OH, THAT DREAM IN HER HEART!
TWENTIETH ANNIVERSARY
Warner
OF TALKING PICTURES
WITH
LUCILE WATSON
S. Z. SAKALL
PATTI BRADY
FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 402 — 4 columns x 10 inches (560 lines)

He loves the gal the guys all go for !!!

She loves the guy the gals all go for !!!

YOU'LL LOVE THE LOVE STORY THE WHOLE NATION IS GOING FOR !!!

WARNERS' RAVED-ABOUT ROMANCE!

ERROL FLYNN AND ELEANOR PARKER IN "NEVER SAY GOODBYE"

WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY · FORREST TUCKER · DONALD WOODS

DIRECTED BY JAMES V. KERN

SCREEN PLAY BY I. A. L. DIAMOND AND JAMES A. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER

TWENTIETH ANNIVERSARY OF TALKING PICTURES — Warners

Mat 401 — 4 columns x 9¼ inches (520 lines)

They're getting the most out of love
IN THE LOVIN'EST HIT IN YEARS!!!!
IT'S WARNERS' RAVED-ABOUT ROMANCE!
"Tell me you love me again."
"I'm still loving you for the first time!"
ERROL FLYNN AND ELEANOR PARKER
in
"NEVER SAY GOODBYE"
WITH LUCILE WATSON S. Z. SAKALL PATTI BRADY FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER

Mat 304 — 3 columns x 6½ inches (270 lines)

IT'S GAY IN A BIG WAY!!!!
He's an artist who doesn't know where to draw the line!
She's the cover girl who knows him like a book!
ERROL FLYNN
ELEANOR PARKER
"NEVER SAY GOODBYE"
WARNERS' love, laugh and linger-in-your-memory treat!
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY · FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN · SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER

Mat 203 — 2 columns x 3½ inches (98 lines)

ERROL FLYNN
ELEANOR PARKER
in Warners' GREAT BIG HIT with the GREAT BIG LOVE!
"NEVER SAY GOODBYE"
Here's the reason they're all ravin' about this romance!
with
LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER
DONALD WOODS
DIRECTED BY JAMES V. KERN ·
Screen Play by I. A. L. DIAMOND and JAMES V. KERN • Original Story by Ben and Norma Barzman • Adaptation by Lewis R. Foster
TWENTIETH ANNIVERSARY OF TALKING PICTURES

Mat 306 — 3 columns x 8¼ inches (345 lines)

Love but GOOD!
ERROL FLYNN
ELEANOR PARKER
"NEVER SAY GOODBYE"
WARNERS' ROMANTIC SENSATION!
with
LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER • DONALD WOODS • DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER
TWENTIETH ANNIVERSARY OF TALKING PICTURES

Mat 201 — 2 columns x 1¾ inches (50 lines)

WATCH DAY
TODAY!!!
they go gay in a Big way
"Eleanor- you put that gleam in my eye!"
"Errol- you put that dream in my heart!"
--AND WHAT BLISS WHEN THEY KISS!
ERROL FLYNN
ELEANOR PARKER
in WARNERS' Raved-about Romance!
"NEVER SAY GOODBYE"
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN · ORIGINAL STORY BY BEN AND NORMA BARZMAN · ADAPTATION BY LEWIS R. FOSTER

Mat 302 — 3 columns x 6 inches (255 lines)

such lovin'!!!
THAT'S LIVIN'!!!
THEY'RE GOING GAY IN A VERY BIG WAY!
ERROL FLYNN & ELEANOR PARKER
IN "NEVER SAY GOODBYE"
WARNERS' RAVED-ABOUT ROMANCE!
TWENTIETH ANNIVERSARY OF TALKING PICTURES
Warner
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER • DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER

Mat 208 — 2 columns x 7 inches (196 lines)

OH, THAT GLEAM IN HIS EYE!
ERROL FLYNN
and
ELEANOR PARKER
say it with love galore
in
"NEVER SAY GOODBYE"
YOU'LL SAY IT'S TERRIFIC . . . THE SWELLEST ROMANCE IN YEARS
FROM WARNERS
OH, THAT DREAM IN HER HEART!
TWENTIETH ANNIVERSARY
Warner
OF TALKING PICTURES
WITH
LUCILE WATSON
S. Z. SAKALL
PATTI BRADY
FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 305 — 3 columns x 7¾ inches (321 lines)

They're getting the most out of love...
in the lovin'est hit in years!!!
ERROL FLYNN
ELEANOR PARKER
"NEVER SAY GOODBYE"
WARNER PICTURE
TWENTIETH ANNIVERSARY
Warner
OF TALKING PICTURES
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN ·
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 205 — 2 columns x 4¼ inches (124 lines)

The Way They Love...
GIVES A NEW MEANING TO THE LOVELIEST OF ALL WORDS.. L-O-V-E!
IT'S THE YEAR'S MOST M-M-M-MARVELOUS TEAM!
ERROL FLYNN AND ELEANOR PARKER
IN
"NEVER SAY GOODBYE"
WARNERS' RAVED-ABOUT ROMANCE!
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY · FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER

Mat 204 — 2 columns x 4¼ inches (120 lines)

He loves the gal the guys all go for!!!
She loves the guy the gals all go for!!!
YOU'LL LOVE THE LOVE STORY THE WHOLE NATION IS GOING FOR!!!
WARNERS' RAVED-ABOUT ROMANCE!
ERROL FLYNN AND ELEANOR PARKER
IN
"NEVER SAY GOODBYE"
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES A KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER
TWENTIETH ANNIVERSARY OF TALKING PICTURES
Warner

Mat 303 — 3 columns x 7 inches (294 lines)

The Way They Love...
GIVES A NEW MEANING TO THE LOVELIEST OF ALL WORDS.. L-O-V-E!
IT'S THE YEAR'S MOST M-M-M-MARVELOUS TEAM!
ERROL FLYNN AND ELEANOR PARKER
IN
"NEVER SAY GOODBYE"
WARNERS' RAVED-ABOUT ROMANCE!
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY · FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN • ORIGINAL STORY BY BEN AND NORMA BARZMAN • ADAPTATION BY LEWIS R. FOSTER

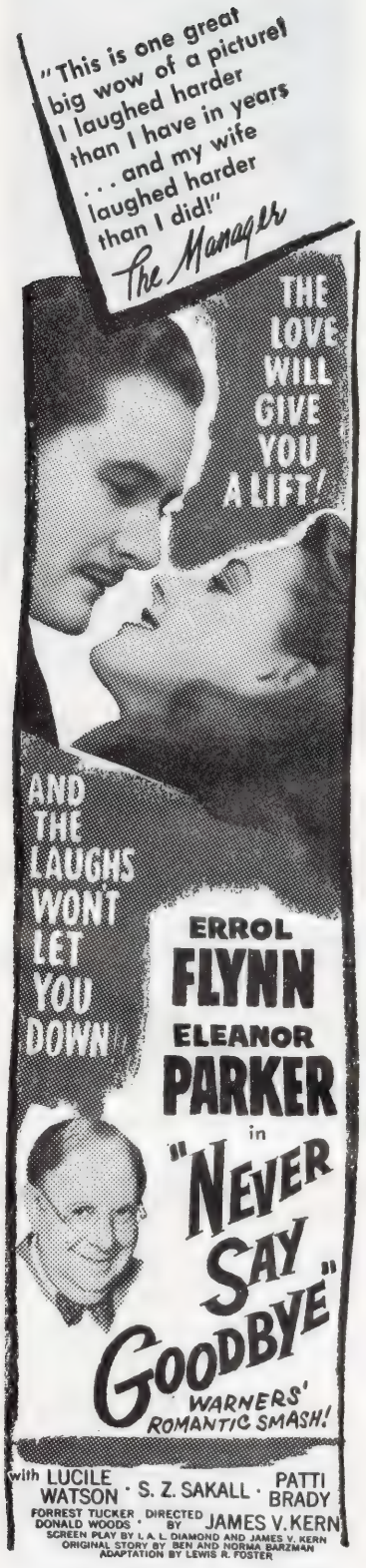
Mat 301 — 3 columns x 6½ inches (270 lines)

ERROL FLYNN
ELEANOR PARKER
in Warners' GREAT BIG HIT with the GREAT BIG LOVE!
"NEVER SAY GOODBYE"
Here's the reason they're all ravin' about this romance!
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN · Screen Play by I. A. L. DIAMOND and JAMES V. KERN • Original Story by Ben and Norma Barzman • Adaptation by Lewis R. Foster

Mat 207 — 2 columns x 5½ inches (154 lines)

ERROL FLYNN
ELEANOR PARKER
FIRST COMES LOVE... But Good!!!
THEN COME LAUGHS.. But BIG!!!
"NEVER SAY GOODBYE"
WARNER PICTURE
THE HIT YOU MUST SEE But Now!!!
TWENTIETH ANNIVERSARY OF TALKING PICTURES
Warner
WITH LUCILE WATSON · S. Z. SAKALL · PATTI BRADY FORREST TUCKER DONALD WOODS
DIRECTED BY JAMES V. KERN · SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN · ORIGINAL STORY BY BEN AND NORMA BARZMAN · ADAPTATION BY LEWIS R FOSTER

Mat 206 — 2 columns x 5 inches (140 lines)


"This is one great big wow of a picture! I laughed harder than I have in years ... and my wife laughed harder than I did!" The Manager
THE LOVE WILL GIVE YOU A LIFT!
AND THE LAUGHS WONT LET YOU DOWN
ERROL FLYNN
ELEANOR PARKER
in
"NEVER SAY GOODBYE"
WARNERS' ROMANTIC SMASH!
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 107
1 column x 8 inches
(115 lines)

ERROL FLYNN
ELEANOR PARKER
in
"NEVER SAY GOODBYE"
with
LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
WARNERS' ROMANTIC SMASH!
FORREST TUCKER DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

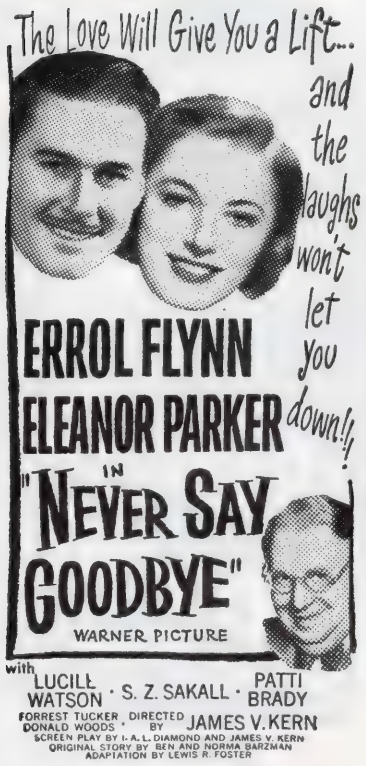
Mat 202 — 2 columns x 2½ inches (70 lines)

THE GREAT BIG ROMANCE...
WITH THE GREAT BIG LAUGHS!
ERROL FLYNN
ELEANOR PARKER
in "NEVER SAY GOODBYE"
WARNER PICTURE
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 106
1 column x 7 inches
(98 lines)

it's GAY!! in a BIG way!!
ERROL FLYNN
ELEANOR PARKER
in WARNERS'
"NEVER SAY GOODBYE"
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 102
1 column x 3¼ inches
(45 lines)


The Love Will Give You a Lift... and the laughs won't let you down!!
ERROL FLYNN
ELEANOR PARKER
IN "NEVER SAY GOODBYE"
WARNER PICTURE
with LUCILL WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS
DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 103
1 column x 4 inches
(55 lines)

OFFICIAL BILLING

WARNER BROS. 50%

Pictures, Inc. Presents 5%

ERROL FLYNN **ELEANOR PARKER** 100%

in

"NEVER SAY GOODBYE" 100%

with

LUCILE WATSON — S. Z. SAKALL — PATTI BRADY 25%

FORREST TUCKER — DONALD WOODS 10%

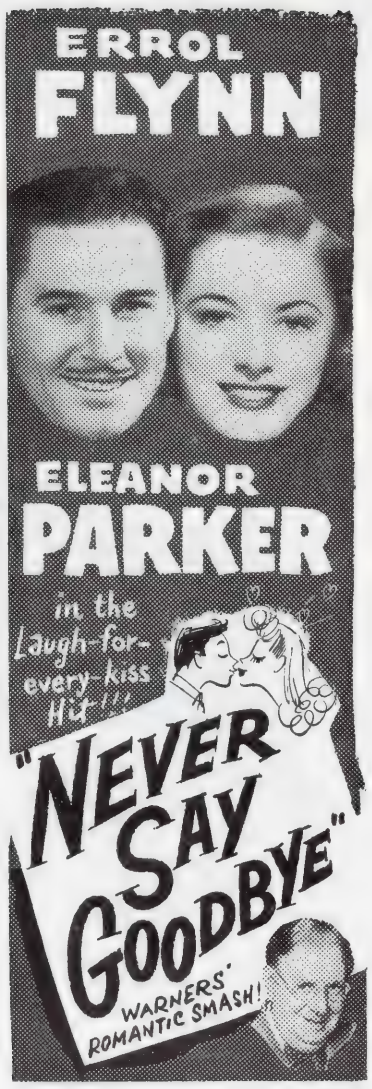
Directed by James V. Kern 25%

Screen Play by I. A. L. Diamond and James V. Kern 3%

Original Story by Ben and Norma Barzman 2%

Adaptation by Lewis R. Foster 2%

A Warner Bros.-First National Picture 5%


ERROL
FLYNN
ELEANOR
PARKER
in the Laugh-for-every-kiss Hit!!!
"NEVER SAY GOODBYE"
WARNERS' ROMANTIC SMASH!
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 105
1 column x 6⅛ inches
(87 lines)

First comes love.. BUT GOOD!
Then come laughs.. BUT BIG!
in the hit you must see BUT NOW!
ERROL FLYNN
ELEANOR PARKER
in
"Never Say Goodbye"
WARNERS' ROMANTIC SMASH!
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 104
1 column x 4¾ inches
(68 lines)

2 ADS ON ONE MAT

Great Big Romance
ERROL FLYNN
ELEANOR PARKER
in
"NEVER SAY GOODBYE"
WARNER HIT!
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

Mat 101

ERROL FLYNN
ELEANOR PARKER
KISSES!!
LAUGHS!!
"NEVER SAY GOODBYE"
WARNER PICTURE!!
with LUCILE WATSON · S. Z. SAKALL · PATTI BRADY
FORREST TUCKER · DONALD WOODS · DIRECTED BY JAMES V. KERN
SCREEN PLAY BY I. A. L. DIAMOND AND JAMES V. KERN
ORIGINAL STORY BY BEN AND NORMA BARZMAN
ADAPTATION BY LEWIS R. FOSTER

LATEST VITAPHONE HITS

"DESI ARNAZ & BAND" . . . Desi Arnaz, movie and Broadway stage star, introduces his new band. Rhumbas, congas and sambas from America's newest night club sensation. Mr. Arnaz does some spectacular vocalizing and drum-beating.

3601.....Melody Master Band.....10 mins.

"STAR SPANGLED CITY" . . . intimate glimpses of the nation's capital. Something every American should see. Technicolor close-ups of all of Washington's historical sights and points of interest.

3801.....Technicolor Adv. Special.....10 mins.

"SO YOU WANT TO PLAY THE HORSES" . . . the latest in the Joe McDoake's comedy series. Ten minutes of truly wonderful and laughable situations. It's been a great new series and this one keeps the pace.

3402.....Joe McDoake's Comedy.....10 mins.

"LAZY HUNTER" . . . another unusual short with the astounding archer Howard Hill. As an archer, the extraordinary Mr. Hill will amaze you, as the Lazy Hunter, he'll amuse you. Great entertainment!

3502.....Sports Parade in Technicolor.....10 mins.

"CINDERELLA'S FELLER" . . . an immortal story told in an unforgettable way. With children in the principal roles, the famous folk story takes on new and refreshing qualities.

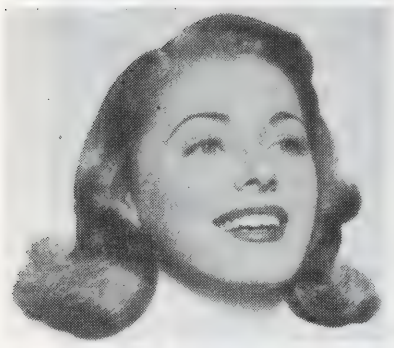
3001....Technicolor Special (A re-release)....20 mins.

"BIG SNOOZE" . . . Bugs Bunny drives Elmer to the point of breaking his contract. This incomparable series reaches a new high. It's Bugs and Elmer at their hilarious best!

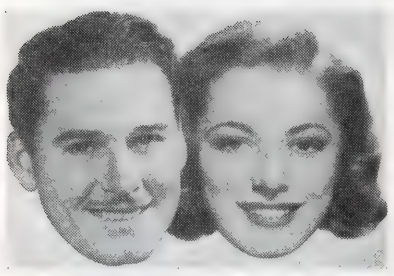
2724....Bugs Bunny Special in Technicolor....7 mins.

PHOTOS OF ALL RETOUCHED AD ILLUSTRATIONS AVAILABLE

Order all stills direct from the Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y. Price 10c each.

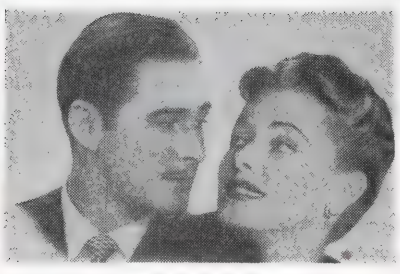


653 — Art "A"



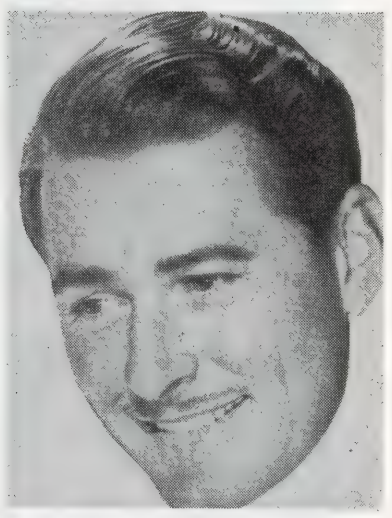
653 — Art "B"

653 — Art "C"

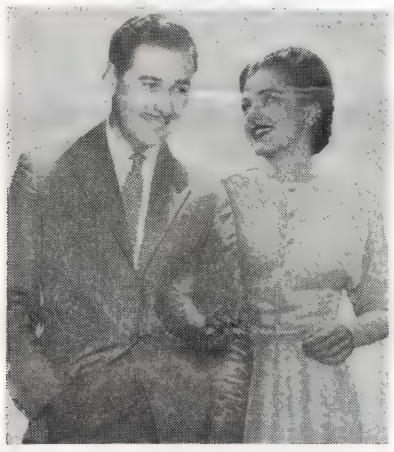


653 — Art "D"

653 — Art "E"



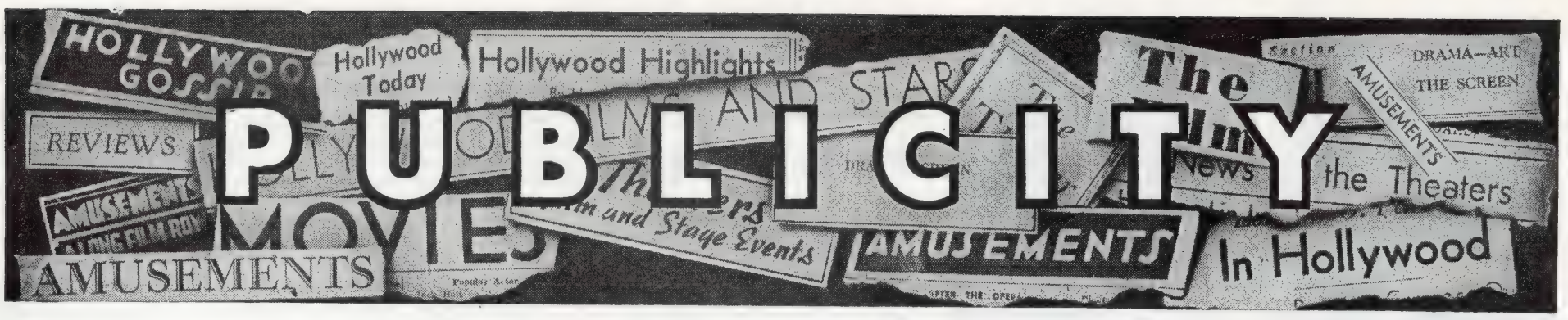
653 — Art "F"



653 — Art "G"

ORDER

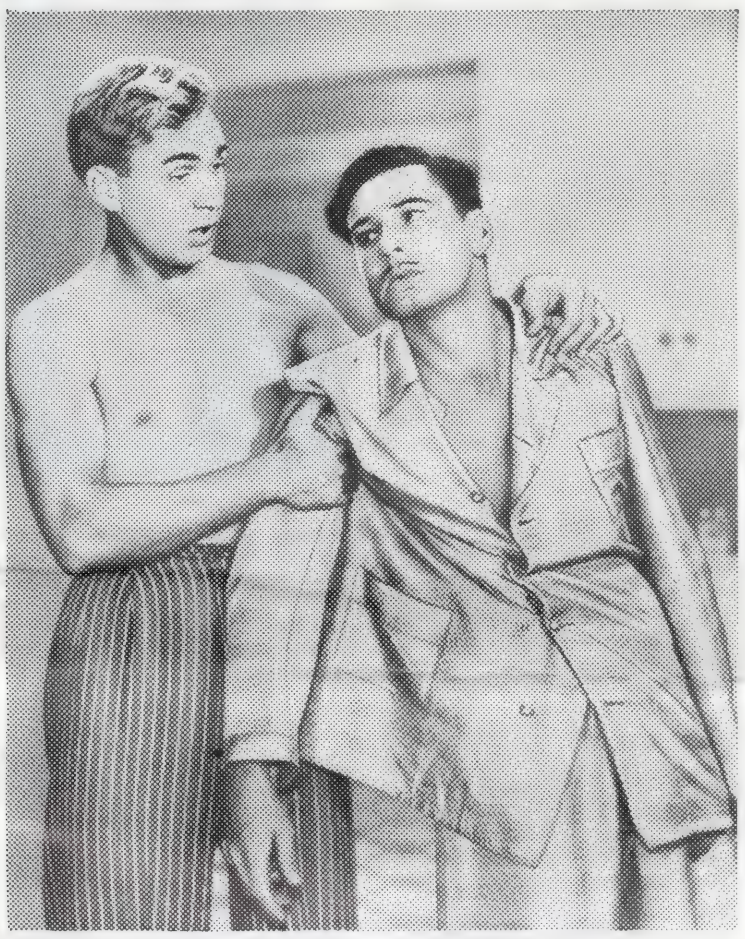
ALL WARNER ACCESSORIES FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE.



'Never Say Goodbye', At Strand, Is Gala Comedy

(*Prepared Review*)

Errol Flynn offers conclusive proof that he is a many-faceted actor and, more particularly, a stalwart comedian of topmost stature in Warner Bros.' rollicking new film comedy, "Never Say Goodbye," co-starring Eleanor Parker, which opened last night at the Strand Theatre. As a mirth-provoking adventure in modern marriage, with



Still No. 653-127

DASHED, not dashing, best describes the change in status of Errol Flynn (above with Forrest Tucker) who essays a new type of role in Warners' rollicking comedy, "Never Say Goodbye," currently at the Strand. As a humble husband in love with his estranged wife (Eleanor Parker), Flynn finds himself knee deep in mirth-provoking troubles.

MAT No. 2C

some excellent commonsense philosophy behind its hilarious exterior, the new motion picture wins this column's unqualified recommendation as one of the brightest comedies of the season.

Directed in sprightly fashion by James V. Kern, who also collaborated on the sparkling screenplay with I. A. L. Diamond, the film is concerned with the giddy complications which attach to Philip Gayley (Errol Flynn) and his estranged wife Ellen (Eleanor Parker) when they meet and fall in love for the second time. On hand to speed the re-marriage of her reluctantly romantic parents is little eight-year-old Flip (Patti Brady), who ingeniously engages the somewhat remarkable services of Luigi (S. Z. Sakall) and a handsome, powerful Marine (Forrest Tucker) in order to accomplish her ends.

That love conquers nothing whatsoever until the final comic reel, is due as much, perhaps, to Ellen's mother (Lucile Watson) and straight-laced attorney (Donald Woods), both of whom decry Philip's irresponsibility, as it is to Philip's own peculiarly defective memory. For Philip, a successful commercial artist and creator of the famous Gayley Girl, develops a highly irregular mental blank every time he makes an appointment with his beautiful model (Peggy Knudsen), which proves embarrassing to Ellen, who has put up a valiant struggle to maintain her faith in Philip's sincerity.

As Philip, Errol Flynn forsakes his erstwhile swashbuckling in favor of a warm and human portrayal of an average husband in love with his wife, and emerges as a top rank comedian, bound for even wider popularity than has been his to date.

Praise is also due lovely Eleanor Parker whose outstanding dramatic portrayals in "Pride Of The Marines" and, more recently, as the memorable Mildred in "Of Human Bondage" certainly gave no indication that the actress also possesses an unusual flair for fluffy, romantic comedy portrayals. Her Ellen in "Never Say Goodbye" is eloquently romantic, besides being exceedingly good to look at.

Other expert performances are also offered by Patti Brady and Forrest Tucker.

Produced by William Jacobs, "Never Say Goodbye" was adapted by Lewis R. Foster from an original story by Ben and Norma Barzman.

Flynn, Parker Star In Warner Comedy At Strand Friday

(*Advance Theatre Story*)

The accent is on fun as Warner Bros.' new romantic comedy, "Never Say Goodbye," starring Errol Flynn and Eleanor Parker, prepares to open at the Strand Theatre on Friday. The comedy presents the ordinarily hard-riding, hard-shooting Flynn in a brand new type of film role which is a radical departure from those dashing characterizations that have marked his cinematic career. Lovely Eleanor Parker, hitherto seen in straight dramatic roles (as the wife in "Pride of the Marines" and Mildred in "Of Human Bondage") is also cast in her initial comedy portrayal.

As Philip Gayley, artist and man-about-town, Flynn finds himself in a number of extraordinary situations as he pursues his estranged wife, Ellen Gayley (Eleanor Parker), in an attempt to reassert his good intentions. Others involved in the uproarious doings include little 8-year-old Patti Brady, talented Broadway stage youngster who appears as Flip, daughter of the divorced pair, who, unhappy over her court-decreed double life, plots to reunite her parents.

Plans Go Astray

Philip's well-laid plans go awry with a good deal of laughter-provoking action as a tremendous physical speciman of a Marine (Forrest Tucker) enters the scene to compete for lovely Ellen's affections.

The film also features, in other important roles, a fine supporting cast that includes such reliables as Lucile Watson, S. Z. Sakall, and Donald Woods.

"Never Say Goodbye" was directed by James V. Kern who also aided I.A.L. Diamond with the writing of the screen play which was based on the original story by Ben and Norma Barzman and adapted by Lewis R. Foster. William Jacobs was the film's producer.

Still No. PK16

GLAMOROUS Peggy Knudsen plays an important role in support of Errol Flynn and Eleanor Parker in Warner Bros.' hilarious new comedy hit, "Never Say Goodbye," currently at the Strand Theatre.

MAT No. 1C

Modern Marriage Keynote Of Strand's New Comedy

(*Current Theatre Story*)

Errol Flynn's fans are due for a film treat when they visit the Strand Theatre where Warner Bros.' new romantic comedy, "Never Say Goodbye," is currently holding forth. Here they will find that their dashing hero of historic westerns has donned the mask of comedy for the first time in many years. Co-starred with Flynn, and also playing a role considerably different from those which catapulted her to stardom, is exciting Eleanor Parker, remembered for her dramatic achievements in "Pride of the Marines" and "Of Human Bondage."

Story of Successful Artist

"Never Say Goodbye" is the story of Phil Gayley (Errol Flynn), popular artist whose midnight meanderings have driven his wife, Ellen (Eleanor Parker), to file for divorce. Still in love with his wife, Gayley courts her anew in an effort to make amends for his past behavior, but only succeeds in stumbling into more flirtatious complications. The estranged couple's daughter Flip (Patti Brady) talented eight-year-old, tired of the juvenile antics of her parents, enlists the aid of a man-mountain Marine to excite the jealousy of her father and speed up the reunion. What happens when Flynn tangles with this goliath, who is more than a match for him, is meat for many a laugh.

Produced by William Jacobs, "Never Say Goodbye" boasts a supporting cast that includes Lucile Watson as Mrs. Hamilton, a meddling mother-in-law; S. Z. Sakall as Luigi, restaurateur and self-appointed cupid; Forrest Tucker in the role of the Herculean Marine; Donald Woods as Rex, an attorney in love with his client; and Peggy Knudsen and Hattie McDaniel in other important characterizations.

The film was directed by James V. Kern, who, along with I. A. L. Diamond, contributed the screen play. The original story was written by Ben and Norma Barzman and was adapted for the screen by Lewis R. Foster.

New Warner Comedy Makes Local Debut Tonight At Strand

(*Opening Day Reader*)

Errol Flynn and Eleanor Parker are co-starred in Warner Bros.' new romantic comedy, "Never Say Goodbye," which opens tonight at the Strand Theatre. The mirth-filled tale of an estranged couple who fall in love all over again after a year's separation, the film also boasts an important featured cast that includes Lucile Watson, S. Z. Sakall, little 8-year-old Patti Brady, Forrest Tucker and Donald Woods.

Produced by William Jacobs

Produced by William Jacobs and directed by James V. Kern, "Never Say Goodbye" was adapted by Lewis R. Foster from an original story by Ben and Norma Barzman. I. A. L. Diamond and James V. Kern collaborated on the screenplay.

Warner Star Finds Golf And Glamour Don't Mix

After many months of effort, Eleanor Parker finally managed to grow her fingernails to the length she wanted for picture purposes. But on the eve of the start of production of Warners' "Never Say Goodbye," in which she co-stars opposite Errol Flynn, Eleanor became seriously interested in golf. In practically no time at all, therefore, the star's nails went the way of the wind due to the professional grip she learned to take on a golf club.

"Never Say Goodbye" is the current attraction at the Strand Theatre.

Still No. SS11

MIRTH-PROVOKING S. Z. Sakall is responsible for some of the merriest moments in Warners' "Never Say Goodbye," the Errol Flynn-Eleanor Parker starring comedy opening tonight at the Strand Theatre.

MAT No. 1B

Strand Will Offer New Warner Comedy Beginning Friday

(*Advance Reader*)

"Never Say Goodbye," Warner Bros.' newest comedy romance arriving Friday at the Strand Theatre, co-stars Errol Flynn and Eleanor Parker and features an excellent supporting cast that includes Lucile Watson, S. Z. Sakall, little 8-year-old Patti Brady, Forrest Tucker and Donald Woods.

Based on an original story by Ben and Norma Barzman which was adapted by Lewis R. Foster and made into a screenplay by I. A. L. Diamond and James V. Kern, "Never Say Goodbye" was produced by William Jacobs and directed by James V. Kern.

Still No. 653-135

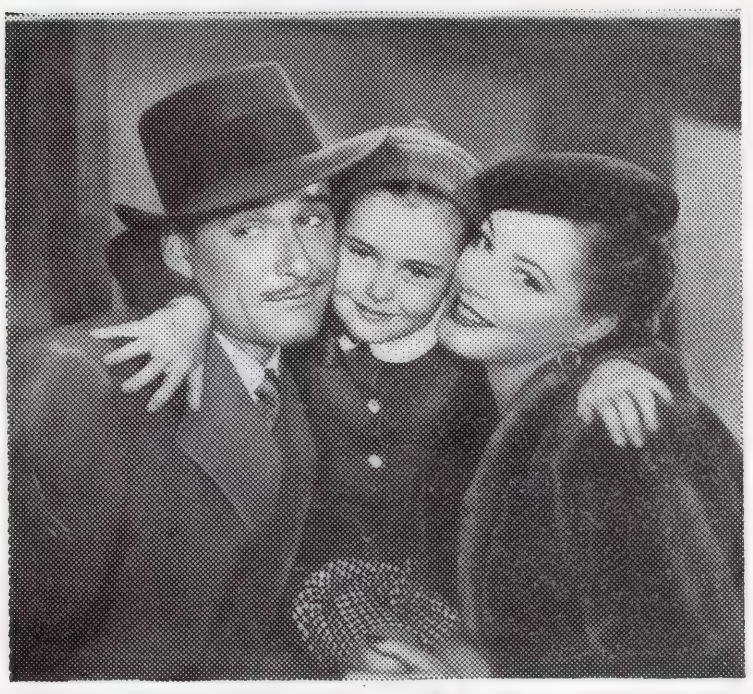
ERROL FLYNN and Eleanor Parker (above) are co-starred as husband and ex-wife in Warner Bros.' hilarious, hairpulling comedy, "Never Say Goodbye." The film, currently showing at the Strand Theatre, also features Lucile Watson, S. Z. Sakall, Patti Brady, eight-year-old stage veteran, Forrest Tucker and Donald Woods.

MAT No. 2F

Still No. 653-39

S. Z. SAKALL receives a mild reprimand from Errol Flynn (above) for the slight tactical blunder the rotund comedian makes in Warner Bros.' rollicking romantic comedy, "Never Say Goodbye," current attraction at the Strand. Eleanor Parker is co-starred in the film as Flynn's ex-wife.

MAT No. 2D



Still No. 653-99

FAMILY PORTRAIT, or Daddy Errol Flynn, daughter Patti Brady and Mother Eleanor Parker, of Warner Bros.' rousing new romantic comedy, "Never Say Goodbye," currently at the Strand Theatre.

MAT No. 2G

Even 8-Year-Olds, If They're Women, Have The Last Say

Eight-year-old Patti Brady, a star of the Broadway stage whose current screen role is as the daughter of Errol Flynn and Eleanor Parker in Warner Bros.' "Never Say Goodbye," now at the Strand, continued to amaze everyone at the studio during the picture's filming.

Her poise, sophistication, intelligence, and acting ability were the talk of the studio.

When, for example, dissatisfied with a scene, director James Kern ordered, "Let's make another," Patti corrected:

"I'm sure that you mean 'Let's *take* another, Mr. Kern."

"You're entirely right, Miss Brady," Kern said solemnly. "I'll try to be more careful in the future."

Patti proved that even at her tender age women always have the last word.

"It might," she agreed, "be a good idea, Mr. Kern."

Hollywood Makes Powers Beauty A 'Model' Actress

Once a model, always a model.

Peggy Knudsen, for one, is beginning to wonder about this axiom. In her last picture, "A Stolen Life," the Bette Davis starring film, she played a model. In her current film, Warner Bros.' "Never Say Goodbye," the Errol Flynn-Eleanor Parker starring picture now at the Strand, Peggy is again a model, the inspiration for Errol's versions of the Varga and Petty Girls.

As Peggy was originally a Powers beauty, and found good money in it, too, she doesn't mind. But sometimes she does wonder how long she'll be typed.

Career Alone Not Enough, Actress Returns To School

Peggy Knudsen, tall, blonde Warner Bros. featured player, who is the good reason for the rift in the marital lute in the Errol Flynn-Eleanor Parker starring film, "Never Say Goodbye," Warner comedy now at the Strand, has found a way to end the problem of long, lonely winter nights.

Peggy has enrolled for courses at the University of California, Los Angeles, at Westwood, in French, Spanish and Child Psychology. Four nights a week is her study-plan, which is quite convenient, as she lives in Westwood. She hopes to get credit on these courses and complete her A.B. at the University of Minnesota.

The Child Psychology course is practical. Peggy has a three year old daughter who is a challenging specimen.

Star Welcomes Clothes In 'Never Say Goodbye'

Eleanor Parker, who has had little opportunity to wear glamorous clothes on screen during her four years with Warner Bros., has a wardrobe of ten particularly beautiful outfits prepared by Leah Rhodes which the actress wears for her starring role opposite Errol Flynn in "Never Say Goodbye," currently at the Strand.

Lovely Star of 'Never Say Goodbye' Almost Delays Film With 'Blistering' Round Of Golf

Eleanor Parker reported with badly blistered hands to the set during the filming of Warner Bros.' "Never Say Goodbye," the comedy in which she is currently co-starring with Errol Flynn at the Strand. The blisters were the result of thirty-six holes of golf with Joe Kirkwood, Jr., a crack golfer like his famous father.

Production was not held up, however, as outdoor scenes involving her wearing gloves were substituted for interior shots in which her hands would have been caught by the camera.

Studio officials ordered her to stay off the links thereafter for the duration of shooting except as a spectator.

Redoubtable Errol Flynn De-Heroized In New Film

Warner Bros. has finally decided to humanize Errol Flynn, cinematically speaking. And the humanizing is via the process of "de-hero-izing" the swashbuckling Irish star.

Until now, Flynn has never lost a fight in a motion picture, notwithstanding his claim to the contrary.

"Why, I took the short end of a scrap in 'They Died With Their Boots On,'" avers Errol. "Four thousand Indians killed me at the Little Big Horn. They tell me I died heroically as General Custer. Good thing, come to think of it. After all, I was Custer in the picture."

But this was against odds of 4,000 to one. Ten or less adversaries at one and the same time have been powerless against an aroused Errol.

And inevitably, the reaction of the jealous boy friend who has had to put up with the romantic sighs of his sweetheart in the theatre at Flynn's prowess has been, "Aw, nuts!"

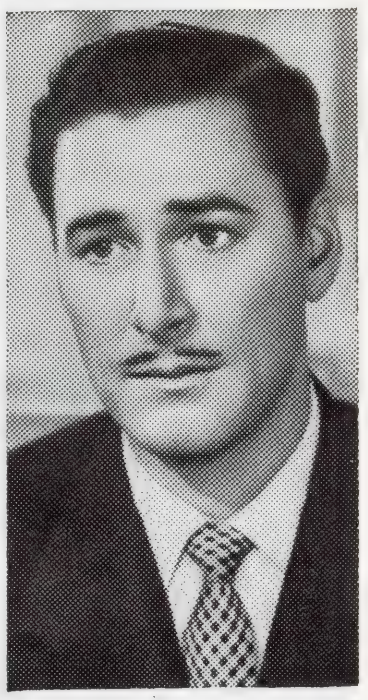
But as of now, the boy friend can have his innings. Flynn is the hero and co-star, with Eleanor Parker, of "Never Say Goodbye," Warner Bros.' delightful new comedy currently playing at the Strand Theatre. He is a hero who loses every one of his four fights, three to an ex-Marine and one to a stout New York taxi driver. He never comes close to winning any one of them.

The hackman lands one on his jaw right outside Eleanor's home on a cold winter night. True, Errol provokes him into it to arouse Eleanor's sympathy. But regardless of the reason, audiences will be regaled with the spectacle of Errol flat on his back in a Manhattan street.

Then the ex-serviceman, six-foot-six Forrest Tucker, uses commando tactics to throw Flynn around as easily as an iceman wrestling with a five-pound cake of frozen water.

Believe it or not, Errol likes the experience.

"Who wants to win all the time?" he asks. "I'm no hog. Live and let live is my motto. Even success can pall after a while. The guy who said you can't enjoy victory until you've tasted defeat had something there. Don't you think so?"



Still No. 653-54

ERROL FLYNN undertakes an entirely new type of characterization (considerably less than dashing) in Warner Bros.' romantic comedy, "Never Say Goodbye," opening at the Strand Theatre Friday. Eleanor Parker stars opposite him.

MAT No. 1D

*Still No. EP*584

ELEANOR PARKER co-stars with Errol Flynn in Warner Bros.' riotous romantic comedy, "Never Say Goodbye," now at the Strand Theatre. In the comedy of modern marriage, Flynn is something less than a tiger for the first time in his cinematic career, as he competes for the lovely Eleanor's affections.

MAT No. 2B

Normal Brightness Is Best Insurance For Film Precocity

Precocious children are the bane of a motion picture director's life.

It is much better, thinks James Kern, who directed Warner Bros.' "Never Say Goodbye," now at the Strand, when an ordinary, bright child like Patti Brady is asked to play a precocious youngster.

Mat No. 1F
Patti Brady

Actually Patti came out of the comedy, in which she plays the daughter of Errol Flynn and Eleanor Parker, the film's co-stars, with as much erudition as she was required to show in the character role she plays. But the school teacher on the set with her, and her parents, too, were delighted that the experience had not changed her.

Little Patti's "character" name in the picture is Flip and that is just what she is like on the screen. Flynn introduced her on the set as his "leading lady," a compliment which Eleanor Parker, the real co-star of the picture, was happy to back up.

Miss Brady wants it known that she is just eight years old.

Hollywood Boasts Dual Competitors Of 'Harvey'

Hollywood now boasts two competitors of the invisible six-foot rabbit in the stage hit, "Harvey." Harvey's West Coast rivals are boys named Ebenezer and Nicodemus.

They are the imaginary and non-existent brothers of eight-year-old Patti Brady of the Broadway stage, who is currently playing the daughter of Errol Flynn and Eleanor Parker, co-stars of Warner Bros.' new comedy, "Never Say Goodbye," now at the Strand Theatre.

Screen Youngster Remains Loyal To Ex-Stage Adviser

Patti Brady, the 8-year-old stage star currently playing the daughter of Errol Flynn and Eleanor Parker, co-stars of Warner Bros.' "Never Say Goodbye," now at the Strand, has a constant companion, a Miss Rose Clark.

Miss Clark, a dancing and dramatics teacher, discovered Patti when the little blonde star was only two years old, trained her, and accompanied her from New York to Hollywood for her picture stint.

Patti never plays a scene without looking first to make sure that Miss Clark is on the set, albeit out of camera range — obviously a throwback to the New York stage productions, "Song of Norway" and "Highland Fling," in which Patti appeared before the footlights while Miss Clark remained in the wings.

During the filming of one sequence in "Never Say Goodbye," Patti seemed terribly worried as the cameras were about to grind and Miss Clark was nowhere to be seen.

"What's the matter," she was asked, "can't you play a scene without Miss Clark?"

"I never tried," replied Patti. "Anyway, Trilby never acted without Svengali, did she?"

Tables Turn As Hero Loses To Screen Rival

Errol Flynn loses the first motion picture fight of his long career in Warner Bros.' comedy, "Never Say Goodbye," in which he currently co-stars with Eleanor Parker at the Strand.

The victor is six-foot-six Forrest Tucker who, until now, has been the loser in every single screen fight in which he has participated during his four years in Hollywood.

4 Years, 14 Films Later, Film Actor Hits Kiss Jackpot

Eleanor Parker initiates Forrest Tucker into the ranks of screen lovers by giving him his first celluloid kiss in "Never Say Goodbye," Warner Bros.' newest film comedy now at the Strand. It took the blond, six-foot-six Tucker four years and fourteen pictures to hit the osculatory jackpot.

In the comedy, Tucker loses the girl to Errol Flynn, who stars in the film opposite Eleanor Parker, but the actor is hopeful for the future.

"After all," he observes, "it's a step in the right direction — a very pleasant one, I might add."

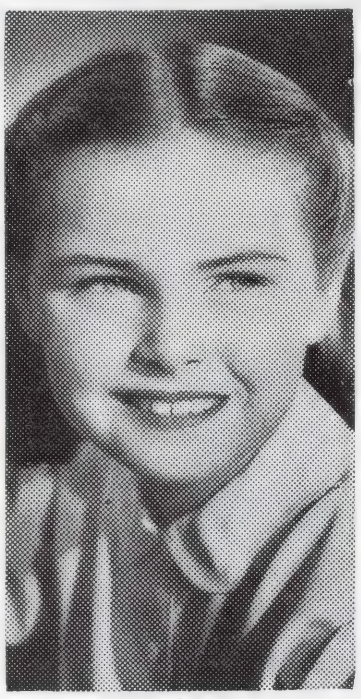
Slip Of A Girl Is Equal To Slip Of Tongue At Warners

Eight-year-old Patti Brady fluffed her lines during the filming of a scene with Eleanor Parker, her mother in Warner Bros.' "Never Say Goodbye," currently at the Strand. But in doing so, the little actress proved herself quick on the trigger.

The script called for Patti to tell Eleanor Parker, who co-stars with Errol Flynn in the comedy, "I let Fenwick use your shower because the spray is stronger than in the guest room." But with the cameras grinding, Patti observed, "I let Fenwick use your shower because there's a *stray* in the guest room."

"Patti, how did that stray get into the guest room?" asked director Jimmy Kern.

"My tongue slipped," replied Patti with a roguish grin, "and he slipped in with it."



Still No. PB39
MOTHER'S pride and joy — and father's, too — is little Patti Brady (above) in her screen role as the lovable daughter of Errol Flynn and Eleanor Parker in Warners' "Never Say Goodbye," hilarious comedy of modern marriage now at the Strand Theatre.

MAT No. 1A

Something New In Film Sets Used In Comedy At Strand

An entire set built on rockers in the latest engineering feat to be instituted at Warner Bros. studios.

A pullman compartment constructed for the Errol Flynn-Eleanor Parker starring film, "Never Say Goodbye," now at the Strand, swayed from side to side to simulate the movement of a speeding train. An electric motor attached to the rockers supplied the impetus.

Still No. 653-35
PERFECT ROMANCE does not always develop into perfect marriage, as Eleanor Parker and Errol Flynn (above) prove in their stellar roles in Warners' "Never Say Goodbye," delightful new comedy coming to the Strand Theatre Friday.

MAT No. 1L

Impersonation Far More Convincing Than Dull Truth

Forrest Tucker, the six-foot-six blond giant who causes Errol Flynn to lose his first screen fight in Warner Bros.' "Never Say Goodbye," currently at the Strand, holds the somewhat doubtful distinction of having been pulled in by the FBI.

During the war, Tucker relates, he was a lieutenant in the Signal Corps, Motion Picture Unit, stationed in San Antonio, Texas. He was appearing in an army training film instructing GIs on the treatment of war prisoners.

One morning, just as Tucker finished his breakfast in his hotel room, three men entered, flashed FBI credentials, and and placed him under arrest. Tucker got a passing view of the hotel corridor which was jammed with agents. Police cars had completely surrounded the hotel.

The cause of all the furor was finally revealed to be the Nazi captain's uniform hanging in Tucker's closet, worn by the actor in the film being made by his unit. The outfit had been seen by the waiter who served his breakfast and was immediately reported to the authorities.

It took Forrest five hours to clear himself, with the government agents refusing to release him until phone calls to Fort Sam Houston and Washington, D. C. had corroborated his claim of being a loyal American officer on army duty.

"Never Say Goodbye," in which Flynn co-stars with Eleanor Parker, is Tucker's first screen appearance since he was discharged from service.

Crown Of Victory Put To New Use In Warner Film

The set for "Never Say Goodbye" on a Warner sound stage during the film's production represented Flynn's swanky apartment on New York's Central Park West. It was Christmas morning, according to the script.

Errol was in the bedroom dressing to take Eleanor Parker, his co-star and, in the film, his ex-wife, to the country.

But being an absent-minded artist, Errol had completely forgotten his promise to spend the day in Connecticut with his model, Peggy Knudsen.

As Eleanor waited impatiently in the living room for Errol to finish dressing, Peggy arrived.

She was as surprised to see Eleanor as Eleanor was to see her.

As might be expected, the two girls began to swap verbal punches which soon began to hurt.

"By the way," Peggy sneered, "if I marry Phil (Errol's name in the film), what'll that make you — my sister-in-law?"

"Miss Graham," replied Eleanor, trying to maintain her dignity, "if I didn't have a certain amount of pride . . . "

"She talks about pride," Peggy snorted, "but it doesn't keep her from crawling back to Phil on her hands and knees."

Bang! Smash! Boom! Socko!

Eleanor grabbed a book and threw it at Peggy.

Then as Peggy bent down to pick up something to do some tossing of her own, Eleanor flattened her with a large holly wreath.

Still No. EP468
ELEANOR PARKER stars opposite Errol Flynn in Warner Bros.' "Never Say Goodbye," current film comedy at the Strand Theatre.

MAT No. 1M

"Cut! Perfect! Print it!" chortled director James Kern. "There's nothing wrong with that take."

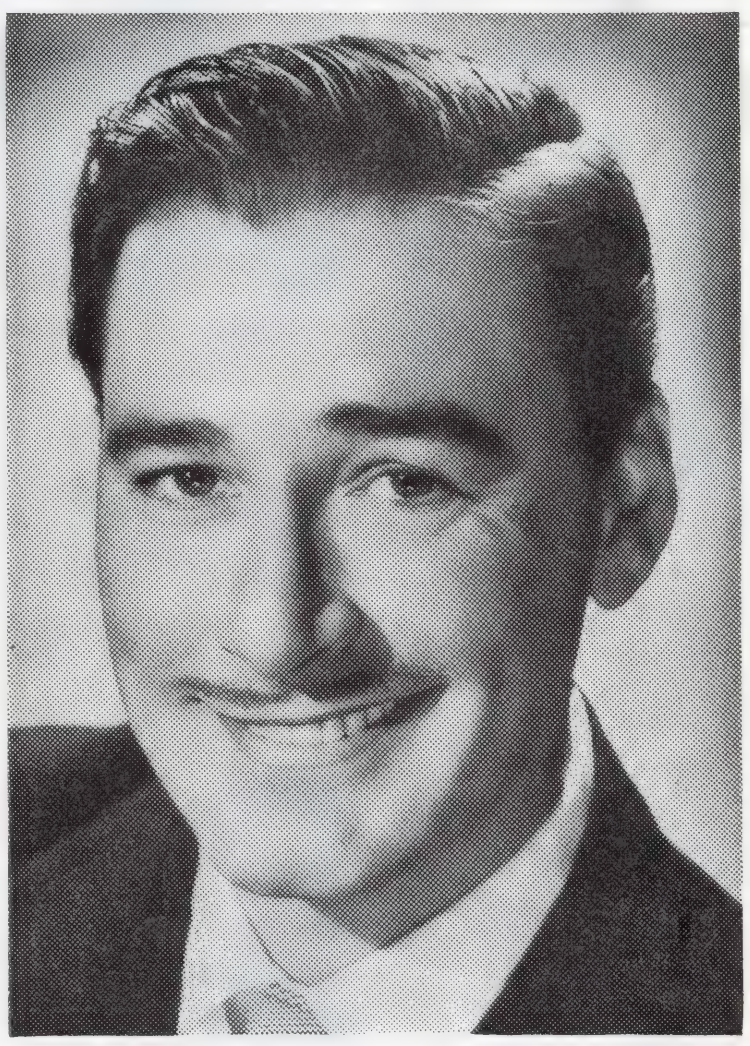
"Oh, yes, there is, Jimmy," remarked Peggy. "Since when do *losers* get crowned with wreaths?"

"Never Say Goodbye" is the current attraction at the Strand Theatre.

Errol Flynn Has Warm Scene Before Cameras As Busy Santa Claus In 'Never Say Goodbye'

"That's the warmest spot I've ever been in on the screen," said Errol Flynn as he flopped onto a couch in his studio dressing room during a lull in the filming of Warners' "Never Say Goodbye," new comedy in which he currently co-stars with Eleanor Parker at the Strand.

In the traditional red and white Santa Claus costume — a heavily padded outfit at that — Errol had been chased by Donald Woods up staircases, through hallways and bedrooms, designed to represent a lavish New York mansion, with the temperature up to 93 degrees.



Still No. EF475
SWASHBUCKLING ERROL Flynn discards his erstwhile screen heroics for high comedy in his current film portrayal of a husband who falls in love all over again with his estranged wife, in Warners' "Never Say Goodbye," at the Strand. Eleanor Parker co-stars with him as the wife in question.

MAT No. 2A

1-Column Beauty Layout Features Peggy Knudsen

The 1-Col. mat illustrated below can be used as shown, or can be cut and used as individual still mats if less space is available, for women's pages or weekend fashion supplements.

3 Steps to Beauty

Three all-important fundamentals in the achievement of beauty are illustrated above by Peggy Knudsen, lovely Warner actress currently appearing in that studio's "Never Say Goodbye". Glamorous testimony to the theory that wholesomeness and beauty are synonomous, the actress emphasizes (top) a daily workout with a stiff-bristled brush for luxuriant hair; (center) regulár and careful brushing for white teeth and a pretty smile; (bottom) a brisk rubdown in a shower at skin-tingling temperature.

ORDER: Mat 653-101X direct from Warner Bros.' Campaign Plan Editor, 321 West 44th Street, New York 18, N. Y.

Attractive 4-Column Fashion Mat

Fashion Highlights From Hollywood

(Left) A masterpiece ot simplicity, the all-purpose 2-piece costume worn here by Eleanor Parker, lovely star of Warner Bros.' current comedy hit, "Never Say Goodbye", features striped wool jersey sleeves combined with dark brown wool. A row of buttons parades across one shoulder and down one side.

(Left) The actress models 1-piece patio pyjamas of ocean blue shantung, featuring a mandarin collar and an attractive sequin design at the shoulder.

(Above) Leah Rhodes designed this stunning olive green faille dress boasting a front peplum that is loosely pleated with a drawcord of the same material.

(Above) A Vilm original, the dinner dress worn here by Miss Parker features a high, round neckline cut-out at the throat. The tunic blouse and skirt slit from knee to hem are new.

ORDER: Mat 653-401X direct from Warner Bros.' Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

Prophetic Reunion For Pair In Warner Comedy At Strand

Four years ago, Eleanor Parker and Forrest Tucker, two unknowns, took their original screen test together at Warner Bros. studios.

Mat No. 1J
Errol Flynn

Today the two are reunited on the screen for the first time since then in Warners' "Never Say Goodbye," now at the Strand.

Eleanor Parker co-stars with Errol Flynn in the modern comedy while Tucker plays an important supporting role as Flynn's rival for her affections.

Patches Broken English Into Perfect Jargonese

S. Z. Sakall, the rotund comedian of the drooping jowls and broken English, is proud as a peacock about his improved English, a language he studies assiduously.

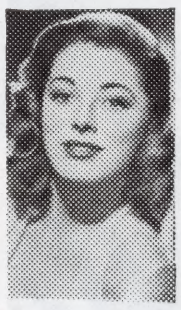
Mat No. 1G
S. Z. Sakall

In a scene during the filming of the Errol Flynn-Eleanor Parker starring picture, Warner Bros.' "Never Say Goodbye," currently at the Strand, the script called for Sakall to say, "I thought you was he."

The comedian objected strenuously to director Jimmy Kern. "It is very ungrammatical," he insisted. "Vat I should say is 'I thought you vas him."

Fails To Bow To Realism; Result Is Painfully Real

Donald Woods is the latest victim of director Jimmy Kern's penchant for realism in his pictures.

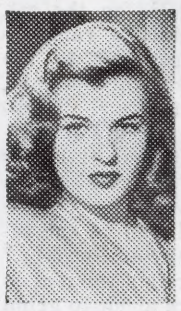


Mat No. 1K
Eleanor Parker

The script of Warner Bros.' "Never Say Goodbye," currently at the Strand, called for Woods to be slugged, accidentally on purpose, with a cocktail shaker wielded by Errol Flynn, his rival in the film for the affections of Eleanor Parker, who co-stars opposite Flynn.

A Striking Illustration

To illustrate, just how accidental he wanted the blow to look, Kern asked Woods to bend over, then brought the heavy silver shaker down with a smashing motion which he intended to arrest before it made any contact.



Mat No. 1H
Peggy Knudsen

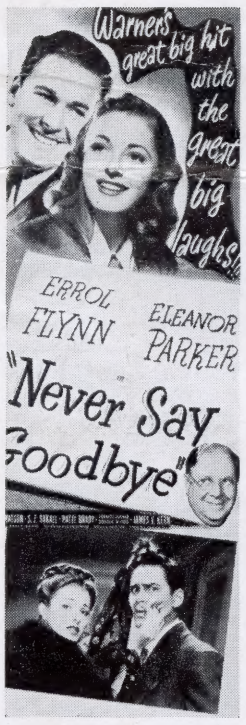
But Kern's hand slipped a bit and, as luck would have it, Woods raised his head a trifle. There was a resounding crash from which the actor's head emerged the loser.

Woods remained flat on the floor for longer than a ten-count and was finally aided to his feet by the contrite Kern, who decided to end shooting on that particular scene for the day.

9" x 12" COLORED HERALD

Warners present
HOWLS BY THE HUNDREDS....
SURPRISES BY THE SCORE...
ERROL USED TO BE A SUPERMAN..
BUT HE ISN'T ANYMORE!!!
ERROL FLYNN
ELEANOR PARKER
"Never Say Goodbye"
LUCILLE WATSON · S. Z. SAKALL · PATTI BRADY · JAMES V. KERN

COLORED 11 x 14's
SET OF 8



INSERT CARD

SLIDE

2 FULL COLOR PICTORIAL WINDOW CARDS

REGULAR

MIDGET

COLORED 22 x 28's

HOWLS BY THE HUNDREDS....
SURPRISES BY THE SCORE...
ERROL USED TO BE A SUPERMAN..
BUT HE ISN'T ANYMORE!!!
Warner's great big hit with the great big laughs!
ERROL FLYNN
ELEANOR PARKER
"Never Say Goodbye"

ERROL FLYNN
ELEANOR PARKER
in WARNERS'
"Never Say Goodbye"
with
LUCILE WATSON · S. Z. SAKALL · PATTI BRADY · FORREST TUCKER · DONALD WOODS · JAMES V. KERN
Directed by

24-SHEET

Order all Warner Accessories from your local National Screen Service Exchange

Warner's great big hit with the great big laughs!
ERROL FLYNN
ELEANOR PARKER
"Never Say Goodbye"
LUCILE WATSON · S. Z. SAKALL · PATTI BRADY · FORREST TUCKER · DONALD WOODS · JAMES V. KERN

1-SHEET

6-SHEET

3-SHEET

PRINTED IN U.S.A.

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org